

ORDER



Orders	Order / Rev:	67120
	Alt Order #:	9848221 /Brad
	Product Desc:	TOM SMITH FOR SENATE
	Estimate:	325
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/19/12 / 10/22/12
	Order Type:	GENERAL

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	SRCP Media
	Buying Contact:	
	Billing Contact:	
		201 North Union Street Suite 200
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Smith/R/Senate
	Demographic:	A35+
	Product Codes:	US Senate
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	89	\$32,225.00	\$27,391.25
10/29/12	10/29/12	16	\$2,525.00	\$2,146.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	89	\$32,225.00	\$27,391.25	0.00
November 2012	16	\$2,525.00	\$2,146.25	0.00
Totals	105	\$34,750.00	\$29,537.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	18%	\$34,750.00
Market	100%	\$193,055.56

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	51%	\$98,458.33
WHTM	25%	\$48,263.89
WLYH	0%	\$0.00
WPMT	6%	\$11,583.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount								
N 1	WHP	10/23/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	4	\$400.00								
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type										
5	WHP	10/23/12-10/29/12		M-F 10a-11a		10a-11a		MTWThF----		:30	(\$100.00)	0.00	NM										
See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12																							
[Preempted by NSM]																							
N 2	WHP	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	6	\$325.00	P-2	0.00	NM	6	\$1,950.00								
N 3	WHP	10/23/12	10/29/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	15	\$75.00	P-4	0.00	NM	10	\$750.00								

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WHP-TV CBS21

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N 3	WHP	10/23/12	10/29/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	15	\$75.00	P-4	0.00	NM	10	\$750.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
3	WHP	10/23/12-10/29/12	M-F 1230p-2p			1230p-2p	MTWThF----	:30		(\$75.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
8	WHP	10/23/12-10/29/12	M-F 1230p-2p			1230p-2p	MTWThF----	:30		(\$75.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
10	WHP	10/23/12-10/29/12	M-F 1230p-2p			1230p-2p	MTWThF----	:30		(\$75.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
12	WHP	10/23/12-10/29/12	M-F 1230p-2p			1230p-2p	MTWThF----	:30		(\$75.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
13	WHP	10/23/12-10/29/12	M-F 1230p-2p			1230p-2p	MTWThF----	:30		(\$75.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
N 4	WHP	10/23/12	10/29/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	10	\$50.00	P-4	0.00	NM	10	\$500.00
N 5	WHP	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	7	\$150.00	P-3	0.00	NM	7	\$1,050.00
N 6	WHP	10/23/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 7	WHP	10/23/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 8	WHP	10/23/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 9	WHP	10/23/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 10	WHP	10/23/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	4	\$1,800.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
5	WHP	10/23/12-10/29/12	M-F 730p-8p			730p-8p	MTWThF----	:30		(\$450.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
N 11	WHP	10/23/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 12	WHP	10/23/12	10/29/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	10	\$140.00	P-2	0.00	NM	6	\$840.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
2	WHP	10/23/12-10/29/12	Letterman			1135p-1235a	MTWThF----	:30		(\$140.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
4	WHP	10/23/12-10/29/12	Letterman			1135p-1235a	MTWThF----	:30		(\$140.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
5	WHP	10/23/12-10/29/12	Letterman			1135p-1235a	MTWThF----	:30		(\$140.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
10	WHP	10/23/12-10/29/12	Letterman			1135p-1235a	MTWThF----	:30		(\$140.00)	0.00	0.00	NM		
				See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12											
				[Preempted by NSM]											
N 13	WHP	10/23/12	10/29/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 14	WHP	10/23/12	10/29/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 15	WHP	10/23/12	10/29/12		CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wed Reg 1															
Wed 8p-9p															
N16	WHP	10/23/12	10/29/12	Wed Reg 2	CM	9p-10p	--W---	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
				Wed 9p-10p											
N17	WHP	10/23/12	10/29/12	Wed Reg 3	CM	10p-11p	--W---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				Wed 10p-11p											
N18	WHP	10/23/12	10/29/12	Thu Reg 1	CM	8p-9p	---T--	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
				Thu 8p-9p											
N19	WHP	10/23/12	10/29/12	Fri Reg 2	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				Fri 9p-10p											
N20	WHP	10/23/12	10/29/12	Fri Reg 3	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Fri 10p-11p											
N21	WHP	10/23/12	10/29/12	CBS This Morning Saturday Show	CM	9a-11a	-----S-	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00
				Saturday Early Show											
N22	WHP	10/23/12	10/29/12	Su 6p-630p News	CM	6p-630p	-----S	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
				CBS 21 News at 6p											
N23	WHP	10/23/12	10/29/12	Sat Reg 2	CM	9p-10p	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	11	\$2,685.00
				Sat 9p-10p											
Spot	Ch	Date Range	Description		Start/End Time					Weekdays	Length	Rate	Rtg	Type	
1	WHP	10/23/12-10/29/12	Sat Reg 2		9p-10p					-----Sa--	:30	(\$1,200.00)	0.00	NM	
			See MG 23.2,23.3,23.4,23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12												
			[Preempted by NSM]												
2	WHP	10/23/12-10/29/12	Sat Reg 2		9p-10p					-----Sa--	:30	\$350.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
3	WHP	10/23/12-10/29/12	M-F 6a-7a News		6a-7a					MTWThF----	:30	\$70.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
4	WHP	10/23/12-10/29/12	M-F 2p-3p		2p-3p					MTWThF----	:30	\$65.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
5	WHP	10/23/12-10/29/12	M-F 2p-3p		2p-3p					MTWThF----	:30	\$65.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
6	WHP	10/23/12-10/29/12	M-F 2p-3p		2p-3p					MTWThF----	:30	\$65.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
7	WHP	10/23/12-10/29/12	M-F 2p-3p		2p-3p					MTWThF----	:30	\$65.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
8	WHP	10/23/12-10/29/12	M-F 2p-3p		2p-3p					MTWThF----	:30	\$65.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
9	WHP	10/23/12-10/29/12	NFL RS Game Early		1p-4p					-----SaSu	:30	\$1,300.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
10	WHP	10/23/12-10/29/12	Fri Reg 1		8p-9p					-----F----	:30	\$400.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
11	WHP	10/23/12-10/29/12	SEC Day Game		Various					-----Sa--	:30	\$200.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
12	WHP	10/23/12-10/29/12	CBS This Morning		7a-9a					MTWThF----	:30	\$40.00	0.00	NM	
			(M) MG for 3.8,12.4,23.1,12.5,3.10,12.10,10.5,3.13,1.5,12.2,3.3,3.12												
N24	WHP	10/23/12	10/29/12	Sa-Su 11p-1130p News	CM	11p-1130p	-----SS	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
			CBS 21 News Weekend												
N25	WHP	10/23/12	10/29/12	CBS Sun Morning	CM	9a-1030a	-----S	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code CBS Sun Morning	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	WHP	10/23/12	10/29/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N27	WHP	10/23/12	10/29/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N28	WHP	10/23/12	10/29/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
N29	WHP	10/23/12	10/29/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
Totals													105	\$34,750.00	